

Asian/Pacific Islander
Quit Line Data Summary
 July 1 - September 30, 2003

	<u>Asian/Pac. Is.</u>	<u>State</u>
Number of Calls to Quit Line	N = 40	N = 2,935
Percent of Statewide Calls	1.8%	100.0%
Percent of State Population	6.0%	100.0%
	<u>Asian/Pac. Is. %</u>	<u>State %</u>
Gender	N = 39	N = 2,565
Female	61.5%	63.8%
Male	38.5%	36.2%
Race/Ethnicity	N = 40	N = 2,185
Asian/Pacific Islander	100.0%	1.8%
Age	N = 39	N = 2,379
Less than 18 years old	2.6%	1.7%
18 - 24 years old	28.2%	15.7%
25 - 34 years old	28.2%	23.3%
35 - 44 years old	28.2%	26.0%
45 years and older	12.8%	33.2%
Education	N = 37	N = 2,267
Did not graduate high school	10.8%	19.5%
High school graduate	29.7%	33.3%
Some college/vocational school	40.5%	35.3%
College graduate	18.9%	11.9%
Caller Type	N = 40	N = 2,685
General Information	5.0%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	95.0%	86.3%
Payer Type	N = 31	N = 1,774
Insured	32.3%	29.4%
Uninsured	41.9%	30.4%
Medicaid	25.8%	40.2%
Heard About	N = 36	N = 2,220
Past caller	11.1%	14.0%
Employer/worksites	2.8%	1.1%
Health care provider	25.0%	29.8%
Television	19.4%	13.7%
Outdoor advertisement (billboard/bus/wall)	8.3%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	2.8%	5.6%
Family or friend	19.4%	24.7%
Health Department	11.1%	4.1%
School	0.0%	0.6%